

## Randy Burgess: redesign of web tool for GE Capital

This assignment was in 2001. These are before-and-after screen shots from a reporting application for salespeople at GE Capital Commercial Finance. The original screens were so confusing, GE Capital thought they needed a separate help system; I showed them it was easier to redesign the interface for improved usability.

### Before the redesign...

The original interface used confusing language, abbreviated labels unnecessarily, and omitted the key step of clicking Go to resort the table or pick a different company.

**Gateway Session Activity by User**

Below are the number of user sessions for the registered users by company. Use the pull down box to select another company to view.

Next you can click on user name to see the specific content viewed by session for each registered user.

Advent International Corporation  Asc Desc

User Name	Number of Sessions				Duration(min)		
	30 days	31-60 days	61-90 days	Total	Median	Average	Maximum
David Mussafer	1	0	0	1	62	62	62
<b>Total</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>			

### ...and after

The revised interface is slightly longer, but much easier to use. The descriptions are simple and complete, and the user has no doubt what to do next.

**Gateway Session Activity by User**

The table below shows gateway activity for each registered user at the company you selected.

**To choose a different company**  
Select the company and click Go.

**To get more information**  
Click a user name. You'll see what content he or she looked at, and how often.

**To sort by any column heading**  
Click Ascending or Descending, click the column heading you want to sort by, then click Go.

American Capital Strategies  Ascending Descending

User Name	Number of Sessions				Duration(min)		
	30 days	31-60 days	61-90 days	Total	Median	Average	Maximum
Tracy Moore	1	0	0	1	5	5	5
<b>Total</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>			

\* The most recent period is 1-30 days, the oldest 61-90 days.